

obtaining information from the first consumer using at least one of first written survey questions and first telecommunications survey questions;

obtaining information from the second consumer using at least one of second written survey questions and second telecommunications survey questions;

storing [data] information related to the first consumer's responses to said at least one of said first written survey questions and said first telecommunications survey questions in data storage means;

storing information related to the second consumer's responses to said at least one of said second written survey questions and said second telecommunications survey questions in said data storage means;

supplying [said], after said step of obtaining information from the first consumer, a first identification card to the first consumer [when a decision is made to do so by said deciding step], said first identification card having identification information related to the first consumer;

supplying a second identification card to the second consumer, said second identification card having second identification information related to the second consumer;

[providing written survey questions to the first consumer;]

receiving, for the first time, said first identification card for the first consumer in an interactive apparatus; [and

performing a determined one of the following of (a) and (b) for the first consumer under control of said interactive apparatus, after said receiving step in response to said identification card:

30 (a)] generating a first coupon having specific first product information, expiration information and discount information [and a benefit receipt different from and separate from said coupon; and] in response to said first identification card and under control of said interactive apparatus, said first coupon to be redeemed when the first product is purchased by the first consumer;

35 [(b)] generating [said] at least a first benefit receipt different from and separate from [and not] said first coupon, [wherein when (b) is performed,] after said step of receiving said first identification card and under control of said interactive apparatus, [the] said first benefit receipt [is] being generated by said interactive apparatus after said interactive apparatus receives a response from the first consumer to at least a first interactive  
40 survey question, with said first interactive survey question being [unassociated with] different from any specific product that can be purchased by the first consumer and being different from identification information related to the first consumer [and, when (a) is performed,];

receiving, for the first time, said second identification card for the second consumer  
45 in said interactive apparatus; and

generating a second coupon having specific second product information, expiration information and discount information after said step of receiving said second identification card, with data previously stored for the [first] second consumer [is] being relied on in generating said second coupon, with said data relied on being obtained from said at least one  
50 of said second telecommunications survey questions and said second written survey questions.

2. (Amended) A method, as claimed in Claim 1, wherein:

C2  
said [conducting] step of obtaining information from the first consumer includes requesting information about marketing factors related to the first consumer, with said marketing factors selected from a group that includes food products, favorite brands, income, occupation, hobbies, magazines, appliances, organizations, vehicles and smoking habits.

Please cancel Claim 3 without prejudice or disclaimer of the subject contained therein.

33  
A.

(Amended) A method, as claimed in Claim 1, wherein:

C3  
said step of obtaining information from the first consumer includes obtaining information using each of said first written survey questions and said first telecommunications survey questions and said first written survey questions include questions that are different from said [telecommunications] second written survey questions.

4.  
B.

(Twice Amended) A method, as claimed in Claim 1, wherein:

C4  
said [performing] step of generating said at least first benefit receipt includes storing data related to the first consumer's response to said first interactive survey question in said data storage means.

5.  
C.

(Amended) A method, as claimed in Claim 1, further including:

downloading information to said interactive apparatus based on said data that was previously stored related to the first consumer['s responses].

C5  
6.  
7. (Amended) A method, as claimed in Claim 1, further including:

initiating supplemental survey questions by [one of] the [one of] first consumer[s] to provide data from the [one] first consumer and storing said data from said supplemental survey questions in said data storage means.

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8.  
9. (Amended) A method, as claimed in Claim 1, further including:

C6  
[conducting with a second consumer telecommunication survey questions, sending a second identification card to the second consumer,] inquiring of the second consumer using at least a second interactive survey question[s] different from said first interactive survey question[s used with the first consumer] and outputting a second benefit receipt to the second consumer that is different from the first benefit receipt [provided to the first consumer] and in which said second benefit receipt [provided to the second consumer] is based on different responses received from said at least one of said second written survey questions and said second telecommunications survey questions [with the second consumer].

8.  
10. (Amended) A method, as claimed in Claim 2, wherein:

5 said [supplying] step of supplying said first identification card includes incorporating additional information with said first identification card of the first consumer and said additional information includes information received from the first consumer directed to said marketing factors.

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Please cancel Claims 11-21 without prejudice or disclaimer of the subject matter contained therein.

9.1

22. (Twice Amended) [In a] A system for [providing different consumer benefit receipts, an interactive apparatus] obtaining and responding to information from a number of consumers including a first consumer and a second consumer, comprising:

an interactive apparatus that includes at least each of the following:

5 an identification device that receives a first identification card from the first consumer and ascertains identifying information [when input by a] related to the first consumer and that receives a second identification card from the second consumer and ascertains identifying information related to the second consumer;

a managing apparatus that provides [one] each of the following: [of (a) and

10 (b)

in response to said identifying information input by the first consumer:

(a) after said first identification card is received by said identification device, controls generation of at least a first coupon having specific product information, expiration information and discount information and [(b)] controls generation of at least [said] a first benefit receipt that is different from and separate from said first coupon; and

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[in which said benefit receipt is generated and no coupon is generated;]

after said second identification card is received by said identification device, controls generation of a second coupon having specific product information, expiration information and discount information;

a printer for printing said at least first benefit receipt <sup>and</sup> [and], [when (a) is provided,] for printing said first coupon and for printing said second coupon;

an output device for providing survey questions including a first survey question; and

an input device by which a response to [said survey questions including] at least said first survey question [can be] is entered by the first consumer, [wherein when (b) is provided by said managing apparatus,] said at least first benefit receipt [is] being printed by said printer after a response is input to at least said first survey question by the first consumer using said input device and wherein at least said first survey question is directed to one of opinion information and general product information.

<sup>10</sup> (Amended) A[n interactive apparatus] system, as claimed in Claim <sup>9</sup> ~~22~~,  
wherein:  
said managing apparatus monitors whether the first consumer previously responded to said at least first survey question.

Please cancel Claims 25 and 26.

<sup>11</sup> (Amended) A[n interactive apparatus] system, as claimed in Claim <sup>9</sup> ~~22~~,  
wherein:

C9  
said managing apparatus is involved in generating another coupon based on said response to said at least first survey question.

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REMARKS

Claims 1-10 and 20-22 remain rejected under 35 U.S.C. §103(a) as being unpatentable over the DeLapa patent (U.S. 5,353,218) in view of the patent to Day (U.S. 5,857,175). Claims 11-14 and 16-19 remain rejected under 35 U.S.C. §103 (a) as being unpatentable over the patent to Oyama (U.S. 5,496, 175) in view of the DeLapa patent and further in view of the Day patent.

Claims 3, 11-21 and 25-26 have been canceled. Claims 1-2, 4-7, 9-10, 22, 24 and 27 are the only remaining pending application claims. Independent method Claim 1 and independent system Claim 22 have been amended, as well as amending certain of the dependent claims to be consistent therewith. As will be discussed in more detail hereinbelow, Claims 1 and 22 have been amended to address points and issues raised by the Examiner in the latest Office Action (mailing date of December 21, 1999). These amendments to the independent claims relate to steps and elements associated with providing coupons and a benefit receipt where two different consumers or users are involved. The prior art does not suggest the patentable features related to providing both the coupon and the benefit receipt and the manner by which the benefit receipt is output by the interactive apparatus. No new issues are raised by such amendments since the amendments directly respond to the assertions made by the patent Examiner in continuing the rejection of the previously submitted claims. Based on this, no new issues are raised that would require